

MACLEAN'S

CANADA'S
NATIONAL
MAGAZINE

AUGUST 1, 1944 • TEN CENTS



IN THIS
ISSUE:

DOES SASKATCHEWAN POINT TO SOCIALISM?

JOIN THESE YEAST EATERS

Get Fleischmann's fresh Yeast every day to give you more Complex Vitamins

Do what thousands do to stay up to vitality and good appetite. Vitamin B Complex deficiency—eat 1 ounce of Fleischmann's Fresh Yeast daily—close to the morning, one at night.

It is a splendid natural source of B-Complex Vitamins. Ask your grocer for Fleischmann's Fresh Yeast today—with the familiar yellow label. Don't let it slip. See if you do it a different.

ASK YOUR GROCER, TOO—do you look so keen about it as the great Fleischmann's Yeast? You know. It's the only yeast you can buy with 100 percent B-Complex Vitamins.

WHEN YOUR FAVORITE WAREHOUSE... refers back a little the worse for warehouse and as better than... or

WHEN DAY'S... new cheer bring him back home to his living room in his bed... (like up chances better)

GET OUT your old Band-Aid—don't trust the injury properly, then apply your newly made adhesive bandage that protects small cuts from dirt, germs, bacteria. You'll find that BAND-AID never gets even on band-aid knowledge places.

BAND-AID is handy BAND-AID is used BAND-AID is practical



Schering's Schering's **BAND-AID** BANDAID BRAND

Backstage at Ottawa

Continued from page 44

Behind the scenes, the staff of the Ottawa Citizen newspaper is busy with the day's work. The staff of the Ottawa Citizen newspaper is busy with the day's work.

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Mrs. Bob Hope

with the famous actress and singer

DOE LOVES THE EXTRA FLAVOR. MUSTARD GIVES TO FOOD, HERE'S HIS FAVORITE DRESS.

Every day, Mrs. Hope's taste buds are in for a treat. She loves the extra flavor that mustard gives to food. Here's her favorite dress.



KEEN'S MUSTARD



The Saw Woman against flies and other insects

SHELLTOX is the best way to get rid of flies and other insects. It's the best way to get rid of flies and other insects.

SHELLTOX HOUSEHOLD INSECT SPRAY

Don't let your flies and other insects bother you. Use Shelltox.

Master's Magazine, August 1, 1936

Cool Out With Fruits

By W. LOIS CLIPSHAM of Glendale, California

IT'S HOTTER in the world for fruit. There is more fruit, and it's better. It's the best time to get your fruit. It's the best time to get your fruit.

Don't miss the best time to get your fruit. It's the best time to get your fruit. It's the best time to get your fruit.

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FLAVOR did it!

Dominion-wide swing to finer coffee sends Chase & Sanborn sales up up UP!

Flavor does more of it on every cup of coffee you drink. That's why our new single strength Chase & Sanborn coffee is so popular. It's the best coffee you can buy.

CHASE & SANBORN

Single strength coffee

Biscuits that melt in your mouth WITHOUT BUTTER

Don't like butter? No problem. Our new single strength Chase & Sanborn biscuits are so good, you can eat them without butter.



MAGIC MOLASSES BISCUITS

Don't miss the best time to get your fruit. It's the best time to get your fruit. It's the best time to get your fruit.



**For fair weather or foul
—it's Koroseal**

Even if you have a Koroseal raincoat, shower curtain, garment bag — you haven't seen anything yet!

GIRLS will hang their clothes on a beautiful limb and go in the water if their postwar bathing suits are processed with Koroseal. They will look just as flattering after a swim as before—Koroseal-coated fabrics don't get clammy nor clingy because they don't absorb water—Koroseal makes anything permanently waterproof.

Koroseal has many other qualities, too, that will make it ideal for scores of new products when its war job is done. Koroseal is the new material de-

veloped by B. F. Goodrich before the war and just beginning to be used in articles like those sketched at the top of the page. Development has continued. Now Koroseal can be made—*as a film*: waterproof, greaseproof, easy-to-dispose-of packages for soaps, oils, fats.

- *as tubing* in any size, flexible or hard; garden hose you can leave out in the sun; chemical and oil hose for the industry; flexible piping for factories.

— as insulation for electric wiring: it is flame-resisting, longer-lasting.

- as *tiny strands* that may be woven into hats that rain can't harm, and upholstery for waterproof porch furniture.

- as sheet material for a new kind of attractive luggage that's practically scuff-proof, for furniture upholstery that can be cleaned as easily as glass.

Koroaseal coating on paper or fabric does not wash off nor wear off. Much 'foul-weather clothing', as it's called in the Navy is coated with Koroaseal because it stays flexible in any weather, keeps the men warm and

dry, and doesn't crack in cold weather nor get soft and tacky in warm climates. That use will lead to sport jackets, tents, hunting clothes. . . . In fact every war use of Koroseal points to a dozen articles it will make better when it is available again. *The B. F. Goodrich Rubber Company of Canada Limited, (Koroseal Division), Kitchener, Ontario.*

Koroseal
BY
B. F. Goodrich